

Message Text

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SUBJECT: FEBRUARY SHOW 1976 FINAL REPORT

1. HI-FI & MUSICAL INSTRUMENTS EXHIBITION
2. USTC MILAN, FEBRUARY 15-19, 1976
3. TWENTY PARTICIPANTS FOR 55 U.S. COMPANIES
4. SALES DURING SHOW: \$1,325,000
5. SALES PROJECTED DURING NEXT 12 MONTHS
 - A) NTM - \$7,180,000
 - B) OTM - \$2,200,00
 - C) TOTAL \$9,380,00
6. SIX PARTICIPANTS SOUGHT EXREPS FOR 11 U.S. FIRMS.
7. SEVEN (7) EXREPS APPOINTED DURING SHOW.
8. TWENTY-ONE (21) ADDITIONAL EXREP AGREEMENT AND TWO JOINT VENTURE AGREEMENTS ARE EXPECTED TO BE SIGNED DURING THE NEXT TWELVE MONTHS.
9. N/A
10. TOTAL 3222 VISITORS, 446 REGISTERED.
11. A) DELRAMA INTERNATIONAL, PLAINVIEW, N.Y. NTM. EXHIBITING THE HI-FI LINES OF THREE U.S. FIMRS, ACE AUDIO, SEQUERRA, AND JANSZEN, SOLD \$25,000 DURING SHOW AND CONSERVATIVELY ESTIMATED ADDITIONAL SALES OF \$250,00 DURING 12 MONTHS, FOLLOWING SHOW. DELRAMA CEM, SIGNED THREE AGENT/DISTRIBUTOR

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AGREEMENS DURING SHOW AND EXPECTS TO SIGN ANOTHER 8 DURING

YEAR. MR. DELLA ROCCA, PRESIDENT SAID, "EXHIBITION DREW A WIDE RANGE OF ACTIVE DISTRIBUTORS FROM ITALY AND OTHER NEIGHBORING COUNTRIES." CLEARED.

B) AUDIO INTERNATIONAL VERTRIEBS GMBH, EUROPEAN AGENT FOR 5 U.S. FIRMS, BURWEN LABS., MARK LEVINSON AUDIO SYSTEMS, INFINITY SYSTEMS, SHERWOOD ELECTRONIC LABS., ND C/M LABS. NTM. SOLD ENTIRE BOOTH DISPLAY \$5000 DURING SHOW AND PROJECTED ONE YEAR SALES AT \$300,000. AUDIO SIGNED TWO AGENTS DURING THE SHOW AND EXPECTS TO SIGN ONE OTHER IN YEAR. MR. HERMANN HOFFMANN SAID, "VERY PLEASED WITH SET-UP AND PROMOTION DOEN FOR SHOW. RESULTS SEEM EXCELLENT." CLEARED.

C) TECHNICAL AUDIO PRODUCTS CORP., TAPCO, EDMONDS, WASHINGTON. NTM. EXHIBITING LINES OF SPECIALTY HI-FI AND P.A. SYSTEM MIXERS EQUALIZERS AND REVERBERATORS, SOLD \$150,000 DURING SHOW AND EXPECTS AT LEAST ANOTHER \$400,000 WORTH OF SALES DURING YEAR FOLLOWING THE SHOW. DURING YEAR COMPANY EXPECTS TO SIGN UP TO 6 NEW AGENTS WITH COUNTRY MARKET PENETRATIONS IN SPAIN, SWITZERLAND, GERMANY, AUSTRIA, FRANCE AND NORTHERN EUROPE". CLEARED.

D) TELESCO INT'L CORP., PLAINVIEW, N.Y. NTM. SHOWING AND DEMONSTRATING ITS LINES OF AMPLIFERS AND SPEAKERS SOLD \$20,000 DURING SHOW WITH PROJECTIONS OF \$100,000 WORTH OF SALES FOR YEAR. COMPANY PENETRATED BOTH ITALY AND SWITZERLAND FOR FIRST TIME SIGNING ONE AGENT DURING SHOW AND EXPECTING ONE FURTHER APPOINTMENT DURING YEAR. CLEARED.

E) AUDIO SNC. LOCAL REPRESENTATIVE FOR ALTEC LANSING CO., PHASE LINEAR, KIPSCH, PICKERING DISCS, UNIVERSITY SOUND, AND AUDIO DEVICES. OTM. REP TOOK ORDERS DURING SHOW VALUED AT \$100,000 AND PREDICTED ANOTHER \$200,000 DURING YEAR AS DIRECT RESULT OF SHOW. MR. CONSOLANDI SAID, "DO THIS EVENT AGIN NEXT YEAR AT SAME TIME; CENTER SHOW ALREADY A FIXTURE FOR PUBLIC LESS EFFECTIVE IF TAKEN OUTSIDE MILAN, WOULD BE A MISTAKE NOT TO DO NEXT YEAR." CLEARED.

12. THIS CONSUMER ORIENTED SHOW, THE SECOND IN TWO YEARS APPEARS TO BE TOTALLY UNTOUCHED BY ITALY'S ECONOMIC PROBLEMS. EXHIBITORS AND VISITORS ALIKE WERE COMPLETELY SATISFIED, AND VIRTUALLY ALL REQUESTED ASSURANCES THAT EVENT WILL BE REPEATED SAME TIME SAME PLACE NEXT YEAR. EVENT, DREW UNCLASSIFIED

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EXCELLENT NUMBER OF HIGHLY QUALIFIED VISITORS MAINLY FROM SPAIN, ISRAEL AND SWITZERLAND. HOWEVER BUYERS ALSO CAME FROM SWEDEN, MOROCCO, YUGOSLAVIA, BELGIUM AND FRANCE. EVENT DREW 446 REGISTERED VISITORS - NUMBER WHICH IS MISLEADING SINCE MANY QUALIFIED VISITORS MOVED INTO SHOW AMONG 3222 TOTAL VISITORS. NTC ESTIMATES ACTUAL NUMBER QUALIFIED VISITORS CLOSE TO 800. THIS YEAR'S EVENT WITH SMATTERING OF 6 NTM SEEKING COMPANIES

MADE SHOW VERY INTERESTING AND CERTAINLY DREW MANY FROM OUTSIDE
ITALY. MTC FEELS MARKET RIGHT FOR ANOTHER REGULAR HI-FI
SHOW 1977.

SHOULD BE STRESSED THAT MUSICAL INSTRUMENTS, ESPECIALLY
WITH HIGHLY COMPETITIVE FRANKFURT SHOW, SHOULD BE LEFT
APART FOR ANOTHER TIME PERIOD, AND NOT RPT NOT MADE PART OF
ANY FUTURE HI-FI SHOW. THIS OPINION SHARED BY MTC AND EX-
HIBITORS.FINA

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